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Greensborough.....3088	Plenty.....3090	Wattle Glen.....3096
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Heidelberg Heights.....3081	Rosanna.....3084	Yarrambat.....3091

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HEIDELBERG & DIAMOND VALLEY
weekly

The Heidelberg & Diamond Valley Weekly is a high-quality, full-colour gloss community magazine that circulates in Melbourne's undulating greenbelt communities in the north-east region from Ivanhoe and Heidelberg through Eltham to Christmas Hills. Two council areas are covered, that of Banyule and Nillumbik. The magazine is distributed to more than 61,000* homes and businesses each week.

Fresh air, fast-flowing streams and a semi-rural feel are synonymous with this area. To the south, it's the Darebin Creek, while to the east and north it's the lush banks of the Yarra River which winds its way through tranquil bush-like properties and close-knit village communities. An area of old and new, a blend of early 20th century period housing along with state-of-the-art architectural design and the famous Eltham style mudbricks, this is a relaxed and creative part of Melbourne that the Weekly is proud to be part of.

The Heidelberg & Diamond Valley Weekly provides readers with breaking news stories, in-depth feature stories, community sport, profiles on local newsmakers, information on community events, the latest in fashion, décor, cars, health and beauty, entertainment and food and wine. It also provides an unequalled showcase for local property. While a glossy magazine style publication, The Heidelberg & Diamond Valley Weekly takes the best elements of magazines and blends that with vital local news, happenings and people. It's what makes the Weekly vital to the people of Banyule and Nillumbik.

READERSHIP FACTS**

- 52% are women, 48% are men
- 38% of readers are aged between 25-49 years
- 45% have a diploma or degree
- The average household income is \$87,280
- 25% are AB quintile
- 33% of readers have children in their household
- 46% of readers classify themselves as "big spenders"
- 89% believe quality is more important than price
- 85% own or are paying off a house
- 17% of readers plan to buy a car in the next 4 years
- 78% have accessed the internet in the last 4 weeks
- 46% are heavy readers of print
- 25% of readers went to a BYO restaurant in the last 3 months and on average went 0.68 times
- 58% of readers went to a café for coffee or tea in the last 3 months and on average went 3.82 times
- 66% of readers went to a clothing store or boutique in the last 3 months and on average went 3.82 times
- 16% of readers intend on spending over \$5,000 renovating their home in the next 12 months

**Roy Morgan Readership Survey Oct 07-Sep 09

Display Deadlines

Bookings..... Monday 5.00pm (8 days prior)
Supplied materialThursday 11.00am

Classified Deadlines

Trades Friday 3.30pm
Auto Friday 3.30pm
Weddings & Celebrations Friday 3.30pm
All other Classifieds Friday 3.30pm

Loadings

Opposite Contents Page15%
Contents Page Strip.....25%
Back Cover30%
Specified Positions10%

Insert Rates

\$74.00 (Excl. GST) per 1,000 up to 8 (A4) pages
\$81.40 (Incl. GST) per 1,000 up to 8 (A4) pages
POA more than 8 (A4) pages

Advertising Rates	Casual		x4 weeks		x8 weeks	
	Excl. GST	Incl. GST	Excl. GST	Incl. GST	Excl. GST	Incl. GST
DPS	\$5,659.00	\$6,224.90	\$5,240.00	\$5,764.00	\$4,852.00	\$5,337.20
Full Page	\$3,143.00	\$3,457.30	\$2,911.00	\$3,202.10	\$2,690.00	\$2,959.00
1/2 Page	\$1,732.00	\$1,905.20	\$1,604.00	\$1,764.40	\$1,462.00	\$1,608.20
16 Units	\$1,173.00	\$1,290.30	\$1,087.00	\$1,195.70	\$1,022.00	\$1,124.20
1/4 Page	\$881.00	\$969.10	\$815.00	\$896.50	\$763.00	\$893.30
8 Units	\$587.00	\$645.70	\$543.00	\$597.30	\$517.00	\$568.70
6 Units	\$447.00	\$491.70	\$414.00	\$455.40	\$388.00	\$426.80
4 Units	\$294.00	\$323.40	\$272.00	\$299.20	\$259.00	\$284.90
2 Units	\$157.00	\$172.70	\$146.00	\$160.60	\$137.00	\$150.70

Production costs may be charged. Please inquire. Early deadlines apply to public holidays. Rates are effective until June 2010.